



COVID 2020 IMPACT REPORT

2019 TO 2020 COMPARISONS

Report Compiled by the MDT Research Team

Data Sources utilized: Tourism Economics, Missouri Department of Labor, and STR lodging reporting

Produced January 2021

Missouri Tourism Industry Monthly Travel Spending Losses 2019 Compared to 2020

(March-December)

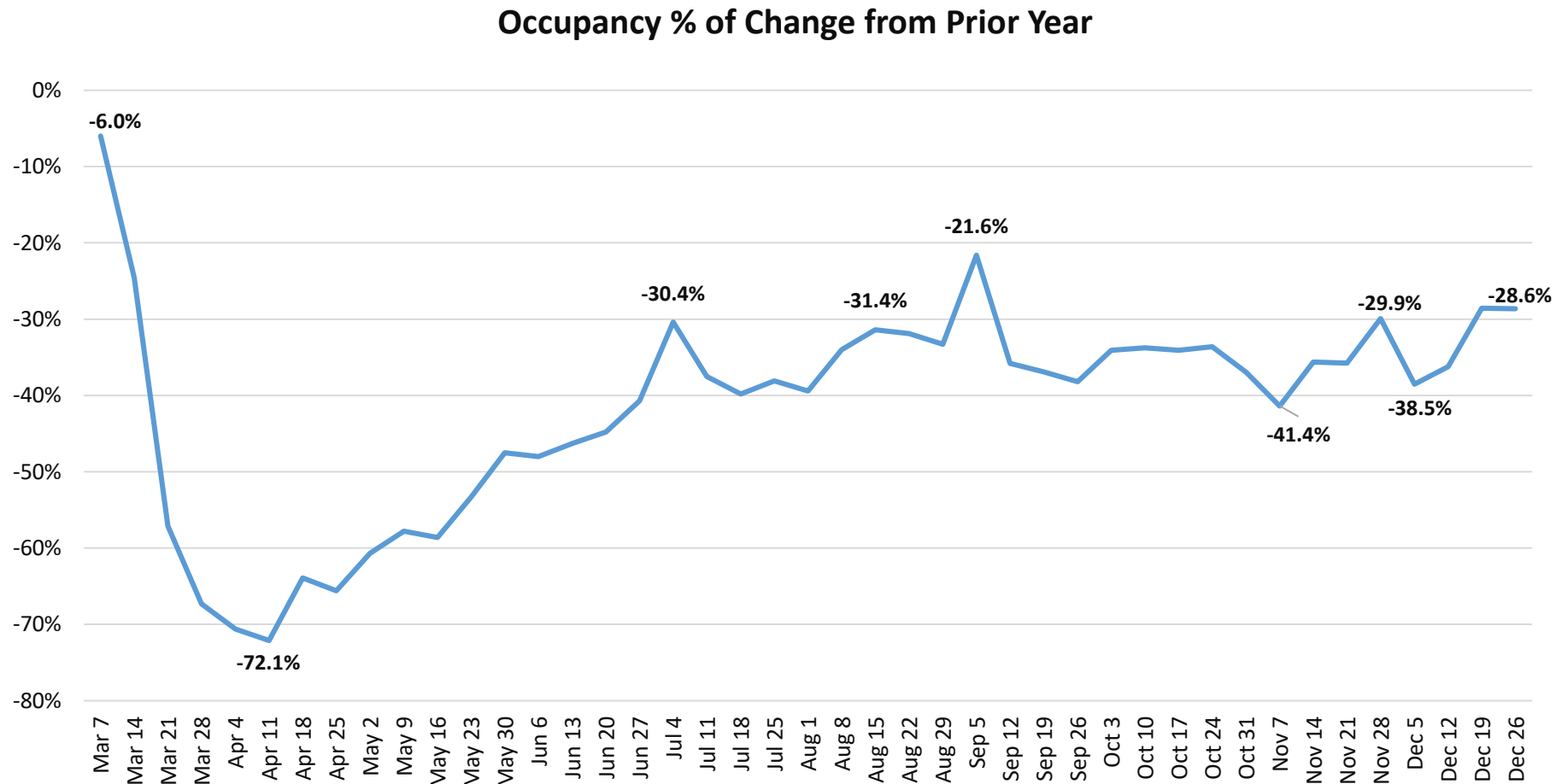
The COVID-19 pandemic reached Missouri with the first case reported in early February 2020.

- Significant drops in demand began in March.
- Visitors were restricted from travel or unwilling to travel due to health concerns.
- Through December 2020, **estimated lost visitor spending is \$6.6 billion.**



Missouri Weekly Lodging Losses 2019 compared to 2020 (March-December)

- Occupancy statewide early in March was **down 6%**. By the first week of April, it had dropped to a **72% loss** in occupancy.
- The Occupancy change compared to last year by the end of December was showing a drop to **-28.6%**
- The **41.4% year over year occupancy loss** average March thru December for the state was devastating.



Missouri Weekly Lodging Losses

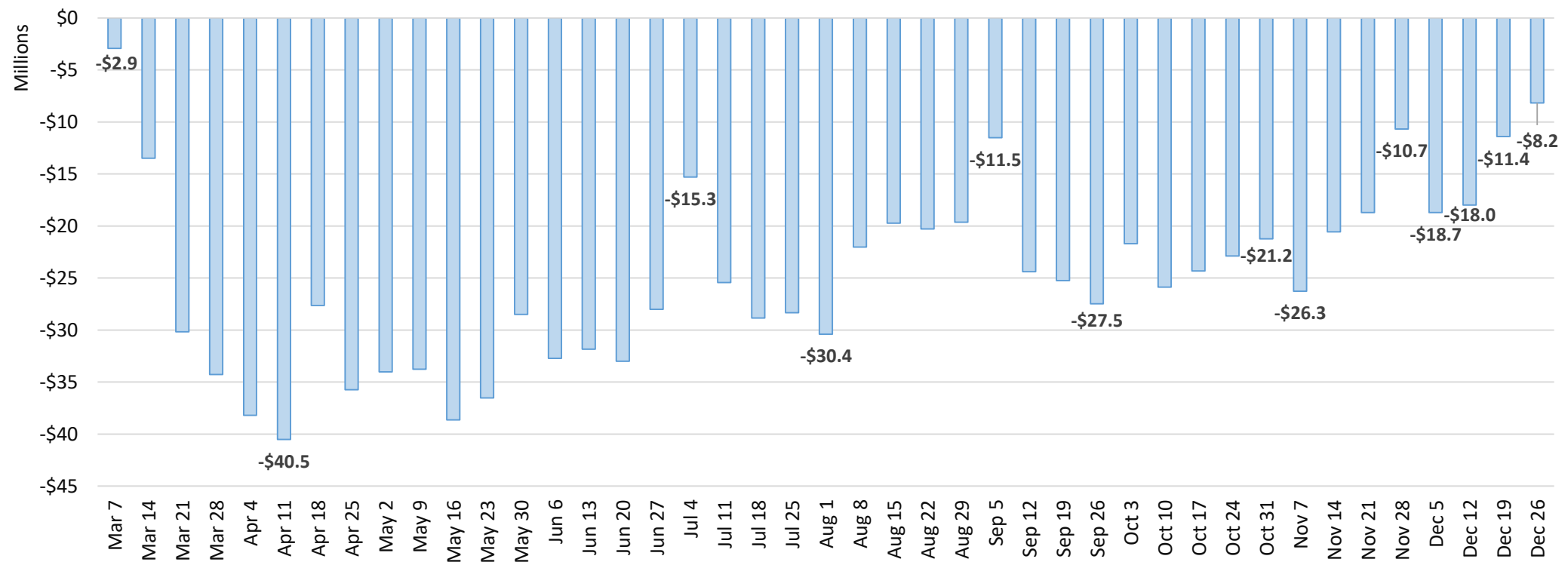
2019 compared to 2020

(March-December)

Cumulative revenue losses from mid-February thru December total \$1.04 billion.

- Losses in room revenue were most severe during the initial lockdown and travel restrictions imposed in March 2020.
- August room revenue registered the least loss from the prior year but remained significantly lower than 2019 room revenue.

Lost Lodging Revenue in 2020 Compared to 2019

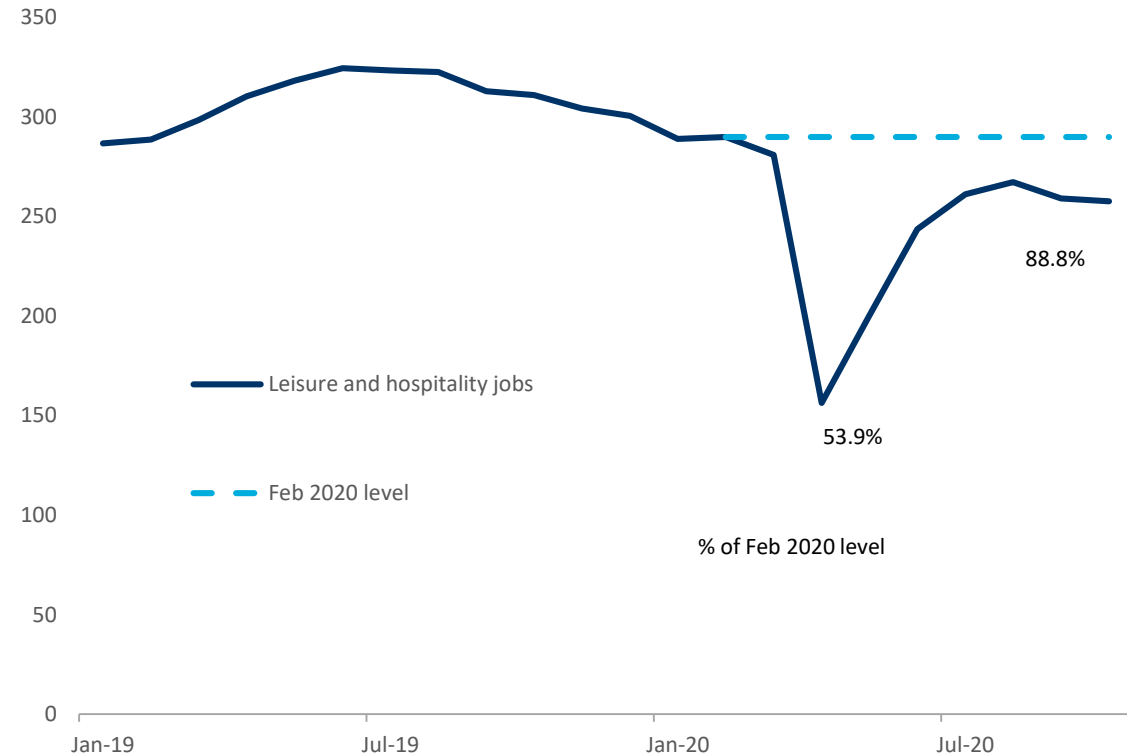


Missouri Employment Losses 2019 compared to 2020

Fewer visitors and less visitor spending translates to fewer industry jobs.

- As would-be travelers stayed home, tourism-related industries realized fewer sales. Less visitor spending results in fewer jobs.
- In the broad Leisure and Hospitality supersector, employment reached a trough in April at nearly half of February levels. This corresponds to **more than 130,000 industry jobs lost in Missouri**.
- After recovery over the summer, Leisure and Hospitality jobs in November were at nearly **81% of February levels**, with a difference of **60,000 jobs still to recover**.

Leisure and hospitality jobs in Missouri
By fiscal year, thousands of jobs



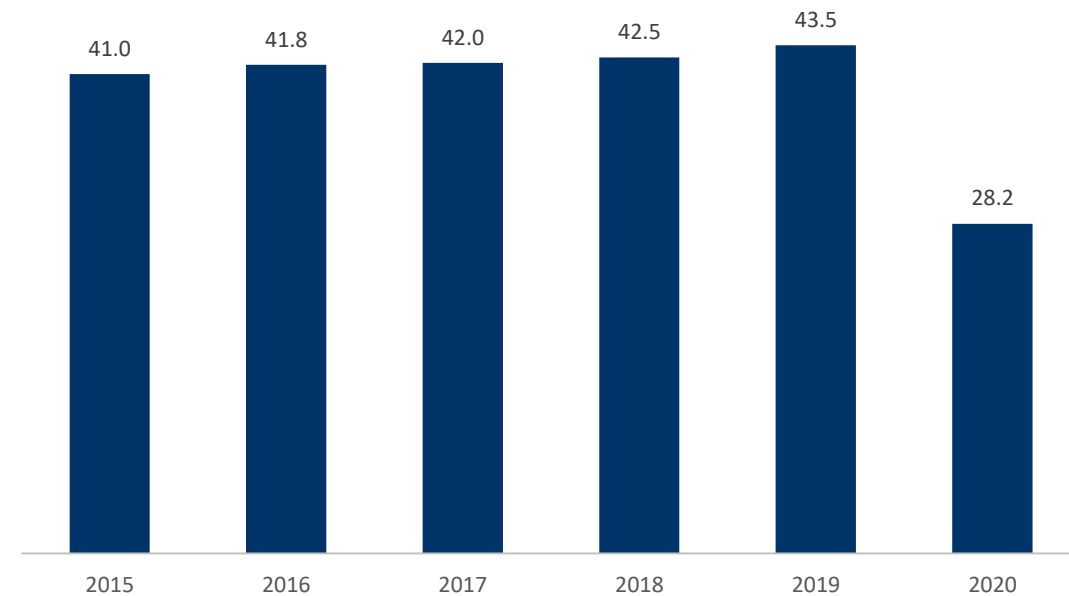
Missouri Visitor Volume Losses 2019 compared to 2020

Visitation to Missouri **fell an estimated 35.1%** in 2020, as travel remained affected by the economic downturn

As travel restrictions and low traveler sentiment remained widespread throughout 2020, visitation fell in Missouri from 43.5 million in 2019 to **a record low of 28.2 million in 2020** -- the lowest recorded visitation as far back as MDT research team has records (1995).

Total visitor volume in Missouri

By calendar year, millions of visitors



Source: Tourism Economics

Missouri Tax Revenue Losses 2019 compared to 2020

Losses in travel and tourism translated into a **45.3% drop in tax revenues** from the previous year

Low levels of visitation and spending made for less visitor spending and resulted in a **\$682.9 MILLION decline** in local and state taxes collected.

State and local tax revenues in Missouri
By calendar year, USD billions

